H2GY1K

PAIN POINTS

WHAT IS YOUR PRODUCT / SERVICE?

HOW WOULD YOU DESCRIBE IT TO A CUSTOMER, IN 5 WORDS?

1 2 3 4 5

WHO IS YOUR IDEAL CUSTOMER?

PAIN LEVEL

A - LIFE OR DEATH
B - TOP OF MIND
C - SIGNIFICANT, BUT NOT HUGE
D - MINOR, BUT EXISTS
F - INSIGNIFICANT OR UNAWARE OF PAIN

CUSTOMER PAIN POINTS LEVEL

PRIMARY PAIN POINT:

SECONDARY PAIN POINT:

TERTIARY PAIN POINT:

OTHER PAIN POINT:

OTHER PAIN POINT:

WHY DID YOU RANK YOUR PAIN POINTS THIS WAY?